

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent application of: PETER M. BLACK, ANTHONY BRYAN WATERS

for TARGETED E-COMMERCE SYSTEM, the specification of which is being transmitted herewith.

Assistant Commissioner for Patents  
Washington, D.C. 20231

## INFORMATION DISCLOSURE STATEMENT

## List of Sections Forming Part of This Information Disclosure Statement

## CERTIFICATION UNDER 37 C.F.R. Sections 1.8(a) and 1.10\*

*(When using Express Mail, the Express Mail label number is mandatory.  
Express Mail certification is optional.)*

I hereby certify that, on the date shown below, this correspondence is being:

## MAILING

- ☒ deposited with the United States Postal Service in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

37 C.F.R. section 1.8(a)

37 C.F.R. section 1.10\*

- ☐ with sufficient postage as first class mail.

☒ as "Express Mail Post Office to Address"  
Mailing Label No. \_\_\_\_\_ (mandatory)  
FK178514522US

## TRANSMISSION

- ☐ transmitted by facsimile to the Patent and Trademark Office (703) \_\_\_\_\_

Date: 12/15/00

Signature

Sanford Astor  
(type or print name of person certifying)

**\*WARNING:** Each paper or fee filed by "Express Mail" must have the number of the "Express Mail" mailing label placed thereon prior to mailing. 37 C.F.R. section 1.10(b).  
"Since the filing of correspondence under [section] 1.10 without the Express Mail mailing label thereon is an oversight that can be avoided by the exercise of reasonable care, requests for waiver of this requirement will not be granted on petition." Notice of Oct. 24, 1996, 60 Fed. Reg. 56,439, at 56,442.

The following sections are being submitted for this Information Disclosure Statement:

1. Preliminary Statements
2. Forms PTO/SB/08A and 08B (formerly Form PTO-1449)
3. Copies of Listed Information Items Accompanying This Statement
4. Identification of Person(s) Making This Information Disclosure Statement

## **Section 1. Preliminary statements**

Applicants submit herewith patents, publications or other information, of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a search has been made (37 C.F.R. section 1.97(g)), an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists.

The filing of this information disclosure statement shall not be construed as an admission against interest in any manner. Notice of January 9, 1992, 1135 O.G. 13-25, at 25.

**Section 2. Forms PTO/SB/08A and 08B (substitute for Form PTO-1449)**

(Insert form(s) PTO/SB/08A [Form 6-2] and/or form(s) PTO/SB/08B [Form 6-2.1].)



Substitute for form 1449B/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		Application Number	
		Filing Date	
		First Named Inventor	Peter M. Black
		Group Art Unit	
		Examiner Name	
Sheet 1	of 1	Attorney Docket Number	50740(2)

107 157 00  
09/738471  
U.S. PTO

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials <sup>1</sup>	Cite No. <sup>2</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>3</sup>
/NF/	1	G. PASCAL ZACHERY, "The Godfather," WIRED, WIRED (unknown), ( November 30, 1997).	
/NF/	2	STEVE DITLEA, "Ted Nelson's Big Step," techreview.com, techreview.com (unknown), ( October 31, 1998).	
/NF/	3	WEBOPEDIA, "hypertext," Webopedia, Webopedia (unknown), ( September 1, 1996).	
/NF/	4	WEBOPEDIA, "hypermedia," Webopedia, Webopedia (unknown), ( October 5, 1997).	
/NF/	5	WEBOPEDIA, "hyperlink," Webopedia, Webopedia (unknown), ( February 25, 1997).	
/NF/	7	WEBOPEDIA, "hot link," Webopedia, Webopedia (unknown), ( September 1, 1996).	
/NF/	8	W.N. FRANCIS & H. KUCERA, "Frequency Analysis of English Usage," Boston: Houghton-Mifflin, (1982).	
/NF/	9	L. HILLMAN, "Sum: Am. English Word Frequency Lists," LINGUIST List 7.583, (1996).	

Examiner Signature	/Vanel Frenel/	Date Considered	12/08/2009
--------------------	----------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

page 5 of 7

**Section 3. Copies of Listed Information Items Accompanying This Statement**

Legible copies of all items listed in Forms PTO/SB/08A and 08B (substitute for Form PTO-1449) accompany this information statement.

Exception to above:

Items in prior application, from which an earlier filing date is claimed for this application, application #09/630,227 filed 08/01/00


#### 4. Identification of Persons Making This Information Disclosure Statement

The persons making this certification are:

- a. the inventors who sign below.

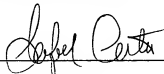


Signature of Peter M. Black



Signature of Anthony Bryan Waters

- b. the practitioner who signs below on the basis of the information in the practitioner's file.



SANFORD ASTOR  
Registration No. 20748  
Sanford Astor  
10507 West Pico Blvd., Suite 200  
Los Angeles, CA 90064  
310-470-6852